

## Consumer Perception Towards Dairy Products in India- An Empirical Study

Laxmi Kirana Pallathadka<sup>1</sup>, Harikumar Pallathadka<sup>2</sup> and Mairembam Sangita Devi<sup>3</sup>

<sup>1</sup>Manipur International University, Imphal, Manipur, INDIA.

<sup>2</sup>Manipur International University, Imphal, Manipur, INDIA.

<sup>3</sup>Manipur International University, Imphal, Manipur, INDIA.

<sup>2</sup>Corresponding Author: harikumar@miu.edu.in



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### ABSTRACT

Milk and milk particulars have a significant spot in the healthy routine of mortal brutes because of medical advantages. The request interest exceptionally mandates the event of milk running for dairy particulars. It examined the job of conjoint examination to assure purchasers' responses to an item during idea testing and test promoting and likewise for the differences of being particulars. The assurance of guests' musts and requirements in a productive manner necessitates that associations comprehend the characteristics of their products that the guests generally esteem. Parochial families burn through just about 50 percent of complete milk advancement in India. The leftover 50 percent is sold in the homegrown request. Of the portion of milk sold in the homegrown request, around 50 is devoured in liquid, 35 percent is burned-through as conventional particulars like cheddar and yogurt. The remaining 15 is consumed like a spread, ghee, milk greasepaint, and other managed journal specifics such as kid food types, firmed yogurt, whey greasepaint, casein, and milk-egg whites. According to the Indian Dairy Assiduity Analysis, India is the world's largest milk producer, accounting for roughly 17 percent of global milk production. Our discussion resulted in the collection of written inspections on issues affecting visitors when purchasing milk and the assurance of limitations and guidelines for our future disquisition action. A sample of 121 respondents was collected from respondents through a "standard questionnaire," which was created on a five-point interval scale.

**Keywords-** Dairy Products, Consumer, Preferences, Factors, Milk.

### I. INTRODUCTION

The dairy area has shown expanded advancement in 10 years, and India is known as the biggest milk items makers on the planet. This dairy area is vital for the country's financial development also. Dairy items are a significant piece of one's eating routine in their life. The utilization of milk, yogurts, and many more items starts from adolescence and proceeds through adulthood. Dairy items are a significant part of any human eating regimen, which contains a high measure of phosphate, proteins, calcium, and some more. Milk has been utilized by individuals like new and storable nutritious food.

The intention of burning-through milk items is chiefly for its dietary substance or parts and its advantages

on human wellbeing. It also assists with forestalling numerous illnesses (Assan, N. 2017). Purchasers are especially keen on the accompanying ascribes like quality, taste or fragrance, and wellbeing viewpoints. They likewise go through the variables like the dietary substance, the newness of the milk item, and how they pack the item additionally plays a significant part (Davis et al., 2014).

Dairying is likewise a significant supplementary type of profit for great numerous parochial families. In India, dairying has been polished as a parochial cabin assiduity since the hidden history. Milk is a significant wellspring of critter protein, and the nutritional status of diet milk in wealth. Milk has been perceived as an essential aliment for humanity. Client conduct is that subset of human conduct that's upset about choices and

demonstrations of people buying and exercising particulars (Dror *et al.*, 2014).

The examination of purchaser behavior is how people decide how to spend their available funds on utilization-related items. All marketing starts with the client. As a result, a consumer is a big cheese to an advertisement. The customer decides what to purchase, whom to buy it from, why it is, where, and how much to buy. To be a successful advertisement, one must first understand what his customers like and dislike. He should also know the time and quantity of work and items that a client may purchase to store the products or support the consumer. The decisions we make about our utilization behavior affect the interest for essential raw elements, shipping, financing, and production; they influence the job of laborers and asset organizations, the success of certain ventures, and the failure of others (Haas *et al.*, 2016). Hence, this review gives some generally new data about the consumers' utilization choice of milk in the review region. The customers' purchasing conduct of dairy items turns into an alluring point for analysts. In writing, customers' purchasing behavior is viewed as firmly connected to individual inclinations (Kumar and Babu, 2014).

Nonetheless, in specific examinations, likewise, segment attributes influence customer inclination for dairy items. Presently, the dairy area is still up in the air as an industry comprising two areas: little ranchers who satisfy their requirements and business ranchers who produce exclusively for the market. Numerous economies of agricultural nations do not focus and underestimate the shopper practices. Various investigations show huge contrasts between shopper practices in multiple countries about buyer practices on milk items. Study of buyers' practices has multi-plural worth like contemplating the connection between needs for food items and everyday apportionment taken. They broke down various financial gatherings of high significance, examining multiple impacts of advertising economic attributes upon buyer choice for milk and milk items supply and others. (Weaver, 2014).

## II. LITERATURE REVIEW

(Khanna, 2015) The evaluation was conducted in selected metropolitan areas of Gujarat to focus on customers' challenges when making dairy products such as Dahi at home. The review will help promote dairy goods by raising customer awareness of the dairy practices and comprehending the distinction in flavor, which varies from state to state. The overview uncovered the view of bundled curds and custom-made curds among respondents dependent on different boundaries like cost, wellbeing, consistency, comfort, stockpiling time. Semicommercial dairying began with military dairy homesteads and helpful milk associations throughout the nineteenth century. It was uncovered that the clients understood the distinction in natively constructed and

bought curds and other dairy items; however, they did not have the foggiest idea about the justification for this quality distinction was because of inappropriate practices.

(Roy and Malhotra, 2018) In this paper, the conjoint disquisition of ghee has been assessed, and its way of worth serviceability has also been determined. If there were a ghee circumstance, the purchasers' main characteristic would be viewed as speeding. The focus stated that a maker should investigate the part-worth serviceability of each feature to see how dairy assiduity might increase the mileage of his thing. These outcomes can aid the development of a market system. For the most part, characteristics lean toward buying dairy items at current retailers. The Government thought of ways to coordinate store networks among retailers and homegrown dairy processors to develop the homegrown business. Examination of shoppers' impression of various kinds of liquid milk, just as the significance of timeframe of realistic usability, may give some new understanding which will help with homegrown dairy industry improvement and spur advancement in the dairy business.

Mounika *et al.*, (2020) Since ancient times, Indians have consumed desi milk, also known as A2 milk. When people realized the benefits of A2 milk, the concept of A2 milk resurfaced, and the market for A2 milk expanded rapidly. Around ten A2 milk businesses have emerged in Hyderabad city during the previous five years. As a result, the study focused on consumer purchasing behavior, awareness, and preference for A2 milk in Hyderabad, Telangana state, from January to March 2020. The 120 buyers were drawn randomly from portioned areas of selected enterprises in the review area. The data was examined using rates, the Chi-square test, and element inquiry methodologies. According to the study, the majority of the consumers are accomplished, medium-aged persons with an annual income of more than eight lakhs. Children in the household were significant purchasers of A2 milk. The majority of the customers consumed A2 milk for one year and relied on house conveyance for their regular A2 milk procurement.

Singh and Singh (2020) This paper portrays the contextual investigation of the dairy helpful, AMUL, in western India, which has fostered a fruitful business model in the enormous arising economy. It was mindful that India turned into the world's biggest milk maker through its creative practices. The paper draws different bits of knowledge from AMUL's experience that can be helpful to cooperatives throughout the planet, just as to organizations engaged with carrying on with work in wide developing business sectors like India. Therefore, organizations that arrange to target huge lacking business sectors or expect to exploit a broad yet restricted provider base will, in any case, benefit. Amul centers around Advertising, quality, and client care, making it a leading brand in the dairy industry. Competitors like mother dairy center on accessibility. This way, they draw in just existing clients and limit their caught market.

Jaykumar and Loganath (2015) The goal of this

review was to examine milk utilization and inclinations in the review region families utilizing the information from a customer overview. The study "Brand Preference of Milk in the review region customer" decides how far the shoppers are happy with the public exhibition of the marked milk makers. Presently the dairy industry is confronting colossal contest, and numerous privately owned businesses go into this field. Altogether, to support the market by giving better assistance, an organization ought to consistently attempt to discover the fulfillment level of the buyers and should make every single important step and measure to hold the clients. The consequences of the review show that the advertisers of the marked milk should be proficient and plan their publicizing as a system to affect the personalities of likely purchasers.

*Kaliji et al., (2019)* This study was conducted in Sari, Iran, in 2018 to investigate purchasers' preferences and the factors that influence them. The fixed logit model was used. The findings revealed that yogurt, milk, and cheddar had the most significant preferences among dairy goods, and shoppers preferred reduced-fat dairy items over full-fat dairy items. The factors affecting dairy item selection revealed that cost and family cost decreased the possibility of chosen objects. At the same time, age, education, and consideration for exercise components increased this likelihood.

The examination of elements influencing shoppers' inclinations showed that, among segment factors, purchasers' age, sex, family size, training level, and life cost all significantly affected their decision and inclinations. The number of relatives impacted customers' inclinations while picking five results of low-fat milk, regular cheddar, n-carbonated doogh, conventional furthermore, fruity frozen yogurt.

*Shree et al. (2016)* The review was undertaken to evaluate the customer inclinations for different dairy items in Chennai. An all-out example size of 450 family customers was chosen arbitrarily from fifteen zones of Chennai city, for example, 30 buyers from each zone. To examine the customer inclination towards different dairy items, even rate investigation was utilized. Garrett's positioning procedure was used to track down the significant reasons for the inclination of dairy items. The outcomes uncovered that practically all the example families favored liquid milk and curds independent of pay level.

Evaluating the customer inclination for dairy items in Chennai city uncovered that practically all the test families, independent of pay level, liked liquid milk and curd. A more significant part of families has a place with center pay for all the dairy items when contrasted with high and low pay gatherings. Low-paid families do not like margarine, paneer, and cheddar among the dairy items. The consequences of Garrett's positioning strategy found that taste was the primary justification for dairy item inclination by family customers in Chennai city except for liquid milk. Its nutritious worth was the chief

significant justification behind inclination.

*Babu and Hanzy (2021)* The point of this examination was to inspect the different strategies and methods utilized by the associations and their impacts on customer inclinations through a comparative investigation. A spellbinding exploration strategy was taken on with an example of 100 buyers utilizing an accommodation examining procedure. Essential information was gathered using polls and optional information from books and web sources. This review observed that a more significant part of the purchasers was drawn to the brand's taste, limits, and advancements. The vast majority of the shoppers gave significance to healthful substance and cost while picking the item's brand.

From the review, the analyst can comprehend the different methodologies followed by the brands and help examine the consumers' inclination and view. The outcomes acquired in this review led will, for the most part, support the associations in arranging clear and powerful methods to draw in the most excellent shoppers and, along these lines, assist with expanding the benefit of the association. The brands may likewise recognize its deficiencies and make fundamental moves.

*Šugrová, (2018)* The real target of the submitted paper was to look at purchaser conduct of Slovak seniors available of dairy items. Every vital data was acquired through a poll review, which was led on a chosen test of respondents who were senior citizens aged 60 to 90 years. Research shows that the significance of variables in the dynamic cycle is not reliant upon customers' sexual orientation. Based on our exploration, we can presume that all pay bunches spend a similar sum on dairy items in normal. However, the most reduced one is firmly impacted by value limits when purchasing dairy products. The target gathering of respondents was somewhere in the range of 18 and 25 years. Their discoveries indicate that youthful purchasers are impacted by taste and propensities just as seniors in our own. On the different hand, the youthful do not consider the wellbeing angle as deciding. One more variety can be found in inclinations for explicit items. At the same time, youthful select mostly regular dairy items such as yogurt, cheddar, milk. Seniors favor milk, sharp creams, and yogurt drinks.

*Siddiqui et al. (2013)* Unloaded milk has generally been the families' most utilized milk. The presentation of pressed and powder milk and the improvement and normalization in taking care of and bundling of stuffed milk has led to the move of shopper inclinations from unloaded milk to pressed or powder milk. View of shoppers about unloaded milk is changing due to various fundamental reasons. This examination efficiently surveys the legitimacy of such reasons in shaping shopper insight about unloaded milk. The examination discoveries and ends are as follows. The background of the issue is that unloaded milk has been customarily the most utilized milk by families (*Haas et al., 2016*).

The examination was completed to evaluate the insight about unloaded milk in metropolitan areas. The excellent justification behind not inclining toward unloaded milk is the insight that it is unclean and unsafe. The primary rationale behind seeing unloaded milk as unhygienic was to deal with individuals buying and significantly considering it unhygienic, thus expanding the risk.

*Shilpashree (2021)* Developing wellbeing cognizance and familiarity with solid nourishment have expanded buyer interest for dairy items. The current review evaluated the buyer inclination for various dairy items accessible at University retail outlets in Chennai. One hundred respondents who purchased dairy items were picked utilizing an orderly irregular examining system from every University retail outlet in Chennai. Hence, at whatever point the item is accessible, shoppers are prepared to take which is a roundabout way shows that there is consistent interest for the dairy results of University. It grants the need to upgrade the creation of value and assortment dairy products (*Canavari & Coderoni, 2020*).

Hence, in emerging nations like India, where the per capita pay is on the ascent, there will be an unmistakable expansion sought after for an assortment of dairy items. This sort of study on purchaser inclination for dairy items ought to be rehashed at different time spans to comprehend the changing example and style on taste and inclination for quality credits of dairy items to make changes in the dairy creation framework the further handling innovations.

*Nedumaran & M. (2020)* Dairy Farming has dependably been the foundation of the Indian monetary framework through the strategies for giving the milk to the entire society. Dairy progress straightforwardly influences destitution destruction since it makes the milk as per the prerequisite. The reception on the developing part, paying little brain to whether positive or negative, will have a multiplier wave all things considered economy. Moreover, the connected division like agribusiness, creature improvement, and dairy is imperative in working on over every single monetary state of typical India (*Bimbo et al., 2017*). There is a need for practical and adjusted progress of developing and coordinated parts to keep up the environmental evening out.

From our first preparation onwards, facilitators have offered the required uniting division for the cash-related improvement of the country division. Suppose proposals given above are sought after by the Tamilnadu Co-employable Milk Producers' Association Limited. In that case, it can supply better quality milk with different brands and milk things to the purchasers around Tamilnadu.

*Bhanu et al., (2017)* The interest for domesticated animals items are by and large pay versatile. The interest in dairy items is consistently expanding because of the changing utilization propensities, dynamic

segment designs, urbanization, evolving way of life. An attempt was made in this review to study the customer preference for dairy foods in Trivandrum, India. Taste, contentment, quality, accessibility, low cost, and massiveness were some of the reasons why people preferred whole milk.

The second important reason for preferring curd was fulfillment. The third reason for preferring curd was its nutritional value, followed by quality, accessibility, cheap cost, and complication. The overall findings revealed that flavor was the most critical factor in family consumers' preference for dairy foods, followed by fulfillment, quality, accessibility, nutritional value, cheap cost, and bulkiness. According to a survey on consumer preferences for dairy products in Trivandrum, almost all sample households preferred liquid milk regardless of income level. Curd is a favorite among families regarding dairy products (*Samoggia, 2016*).

*Kludia and Janka, (2015)* In today's highly educated, cutthroat, and immersed market, knowing the customer and his usage patterns, as well as perceiving and understanding factors influencing his decision-making, is critical to developing an appealing deal of items, supporting administrations, correspondence means, and other advertising instruments that would fit like a paste to the client's requirements. Customer behavior investigation entails gathering a large number of diverse and solid advertising considerations, and its evaluation needs a step-by-step strategy.

As one classification of dairy items, milk has a place with the gathering of the whole day-by-day devoured items described by generally high buy frequency. The satisfied shopper is the center of an accomplishment of the advertising system; in this way, an effective promoting methodology plan and later change ought to be founded on careful and genuine information on every one of the elements impacting customer during the entire course of the procurement cycle. However, of intricacy, purchaser conduct is described for its heterogeneity, implying that it evolves from one purchaser to another and from one item classification to the next one (*Kaliji et al., 2019*).

### III. THE OBJECTIVE

1. To know about the perception of customers towards Dairy products.
2. To know about the reasons for preferring dairy products.

### IV. METHODOLOGY

The study is empirical. 121 respondents participated in the study, and data were collected from them through a structured questionnaire. Mean and t-test application was made to identify the results. The method of sampling was convenience sampling.

**V. FINDING OF THE STUDY**

Table 1 displays the gender, showing male respondents as 42.15%, and female respondents as 57.85%. Looking at the Age of the Respondents, 25 to 30 years are 19.00%, 30 to 35 years are 33.88%, 35 to 40 years are 32.23%, and 40 years and above are 14.89%. Concerning the Products, respondents using milk are 30.58%, those using Butter are 14.05%, the respondent who is consuming Cottage Cheese is 15.70%, respondent consuming ghee is 22.31%. Those respondents who are consuming curd are 17.36%. Regarding the quantity of milk purchased by the respondent daily, those who buy Upto 1 liter are 38.84%, those who buy 1 – 2 liters are 27.27%, and more than 2 liters is 33.89%. Concerning the type of milk preferred, consumers buying standard milk are 19%, consumers buying whole cream milk 32.23%, those purchasing toned milk are 23.97%, and those consumers who are purchasing double toned milk are 24.80%.

**Table 1: Respondent’s Details**

Variable	No. of respondents	Percentage
<b>Gender</b>		
Male	51	42.15%
Female	70	57.85%
<b>Total</b>	<b>121</b>	<b>100%</b>
<b>Age</b>		
25 to 30 years	23	19.00%
30 to 35 years	41	33.88%
35 to 40 years	39	32.23%
40 years & above	18	14.89%
<b>Total</b>	<b>121</b>	<b>100%</b>
<b>Products</b>		
Milk	37	30.58%
Butter	17	14.05%
Cottage Cheese	19	15.70%
Ghee	27	22.31%
Curd	21	17.36%
<b>Total</b>	<b>121</b>	<b>100%</b>
<b>Quantity of Milk Purchased</b>		
Up to 1 liter	47	38.84%
1 – 2 liters	33	27.27%
More than 2 liters	41	33.89%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Type of Milk preferred</b>		

Standard	23	19.00%
Full Cream	39	32.23%
Toned	29	23.97%
Double Toned	30	24.80%
<b>Total</b>	<b>121</b>	<b>100%</b>

**Table 2: Customer’s perception and reasons for preferring Dairy products**

Serial No.	Statement of Survey	Mean Value	t-Value	Sig.
1.	Milk prevents bone deformation	4.22	14.59	0.000
2.	Milk from antibiotic-treated cows is dangerous to health	4.19	11.80	0.000
3.	Packed milk is healthier than open milk	4.20	13.43	0.000
4.	Regular milk consumption promotes dental health	4.10	11.73	0.040
5.	Pasteurization reduces the nutritional value of dairy milk	3.29	2.80	0.000
6.	Regular milk consumption compensates for calcium shortage	4.34	16.02	0.000
7.	Yogurt helps digestion	3.18	1.78	0.040
8.	Yogurt helps balance blood sugar	4.29	14.44	0.000
9.	Unpacked and unbranded cheese contains potato, margarine, and vegetable oil.	3.19	2.03	0.020
10.	Regular yogurt consumption extends lifespan	4.30	12.53	0.000

Table 2 displays the Mean values for the statement for the study done to know the “Customer’s perception and reasons for preferring Dairy products,” the first statement is “Milk prevents bone deformation” is considered necessary by the consumers, especially for children who have scored the mean value of 4.22. The following statement, "Milk from antibiotic-treated cows is dangerous to health," is considered not good for health and has a mean value of 4.19. The packing of milk in the plastic bag is not considered good for health, as shown in the statement "Packed milk is healthier than open milk,"

which has a mean score of 4.20. Dental health is improved with milk consumption shown in the statement "Regular milk consumption promotes dental health" with the mean value of 4.10. According to consumers, the nutritional value is reduced due to pasteurization. It is shown in the statement "Pasteurization reduces the nutritional value of dairy milk," with a mean value of 3.29. The shortage of calcium in the body can be covered with milk consumption. "Regular milk consumption compensates for calcium shortage." The mean score is 4.34. Another statement says that "yogurt helps digestion." The mean value is 3.18. Blood sugar can be balanced by yogurt. "Yogurt helps balance blood sugar." The mean score is 4.29. The last two statements, "Unpacked and unbranded cheese contains additives such as potato, margarine, vegetable oil." and "Regular yogurt consumption extends lifespan," scored a mean value of 3.19 and 4.30. The T-value of every statement in the context of the customer's perception and reasons for preferring dairy products is significant because t-value statements are positive, and significance values are less than 0.05.

## VI. CONCLUSION

Customer conduct addresses one of the principal parts of human conduct since each man needs a specific arrangement of substantial and elusive items that are fundamental for his routine. Today, the investigation of purchaser conduct is becoming a more real and intense issue in promoting. It is happening because a purchaser has become the primary character of a market which has immovably grasped control over a market and has a definitive say concerning what ought to be created and presented on the market as a result of free access and stream of data, a severe comprehensive deal of alternative items, and high mechanical progression. Consequently, it is the buyers who know the secret formula for progress, and hence the information about purchasers and their conduct addresses one of the principal elements for their achievement. In any case, getting buyers and their buy conduct is exceptionally convoluted. It is caused generously due to the intricate idea of shopper conduct. This implies that purchaser direction and buying conduct are impacted by a broad scope of upgrades, factors, occasions, data, and components coming about because of the inner nature of customers and the outer person of the climate in which a purchaser lives. The investigation of such factors enables us to advertise and signalize associations, the most basic ones that ought to be joined into the advertising system, and it is connected to showcasing exercises and apparatuses not just to grab the eye of buyers but additionally to invigorate them towards buying and convey their fulfillment. The study found many benefits that the consumer can enjoy by consuming dairy products, as shown in the T-test statements that have been applied in the study. According to consumers, there are benefits like good dental health, milk is good for the development of bones and makes them more robust for

children and older people. Consumers are also concerned about the nutritional values attached to milk, and they also have an understanding and knowledge about the products and their usage. A T-test has been done to find out the outcome of the research. All the statements concerning consumers' perception of dairy products and the reasons behind purchasing dairy products are significant as the significant values for all statements are less than 0.05.

## DISCLOSURE

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